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# Season to season with canadian sports equipment and clothing



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season to season with canadian sports equipment and clothing

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**Canada at the  
1966 National Sporting Goods Association  
Convention and Show**

**Booth 349  
McCormick Place, Chicago  
January 31 to February 3, 1966**

Published by authority of  
the Hon. Robert H. Winters  
Minister of Trade and Commerce  
Ottawa, Canada



We take pleasure in welcoming you to the Canadian Exhibit at the 1966 National Sporting Goods Association Convention and Show in McCormick Place, Chicago, January 31 to February 3. This booklet lists the Canadian exhibitors and describes the wide range of products they offer. Representatives of the exhibiting firms and the Canadian Department of Trade and Commerce will be pleased to answer inquiries from interested businessmen at the Exhibit. Information on the full range of quality products and services available from Canada can be obtained at any time from this office or any of the other Canadian trade offices in the United States.



**D. H. Cheney**

Consul and Senior Trade Commissioner  
Canadian Consulate General  
Suite 2000  
310 South Michigan Avenue  
Chicago, Illinois, 60604  
Tel : 427-7926 (Area Code 312)

# Canada ...

## a sportsman's paradise

Richly endowed with mountains, lakes, rivers and forests, Canada offers the sportsman and vacationist outdoor fun and healthy recreation each season of the year.

During the crisp winter months, skiers flock to the mountains and hillside to experience the exhilaration of swishing down snow-covered slopes or traveling the cross-country trails, while others enjoy the cold-weather pleasures of skating and tobogganing.

In summertime, thousands of men, women and children throng Canada's lakes and rivers for swimming, fishing, boating, water skiing or just quiet country relaxation. Perfect camping sites, situated in some of Canada's most glorious countryside and allotted on a first-come first-served basis allow campers to indulge in this popular and pleasant pastime.

Amidst the blazing color of fall, hunters stalk bear, moose, deer and other wildlife that roam Canada's dense forests and woodlands.

Spurred by the growing trend to outdoor living and sporting activities, Canadian manufacturers of sports equipment and clothing have concentrated on producing goods to satisfy this rapidly expanding market. As a result they have achieved an interna-

tional reputation for competitive pricing, superior quality and outstanding design. In the past 10 years they have almost tripled their production of sporting equipment which is now used by sportsmen throughout the world.

Visitors to the Canadian Exhibit at the 1966 National Sporting Goods Association Convention and Show in Chicago will be impressed with the versatility of design and the quality of sporting equipment and clothing displayed. The cold weather sportsman will find a superb array of hockey equipment, skates, skis, toboggans and snow scooters—mobile snow vehicles for cross-country racing or just family-fun in the snow.

An extensive and diversified selection of dependable summer sporting equipment is also exhibited including the latest in fiberglass water skis, croquet sets, lightweight camping gear and fishing equipment as well as other items for general family recreation.

This booklet describes these quality products manufactured by the 21 Canadian companies participating in the show. Further information about Canada's sporting industry can be obtained from company representatives or from officials of the Department of Trade and Commerce who will be in attendance at the Canadian Exhibit.

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## Winchester-Western (Canada) Limited

King and Tremaine Streets  
P.O. Box 69  
Cobourg, Ontario, Canada  
Tel: 372-2168 (Area Code 416)

### sporting rifles and shotguns

For generations Canadian sportsmen have recognized the perfect shooting characteristics and general excellence of Cooley firearms. Now manufactured by Winchester-Western (Canada) Limited, the product range offers an increasing selection of accurate, hard-shooting rifles and shotguns.

Canada's new semi-automatic .22 caliber rifle, the Model 64, is handsomely styled with a satin-finish walnut Monte Carlo stock. A deluxe model is available with fine line checkering, white butt plate liner, pistol grip cap and sling swivels. Both models feature a free floating 20" barrel for greater accuracy and a fast dependable action that fires eight shots as fast as the trigger can be squeezed. The tough plastic magazine holds eight long rifle cartridges.

The Cooley Model 600 is Canada's most popular .22 caliber bolt action repeating rifle—it has a walnut Monte Carlo stock with pistol grip and deluxe checkering. This rifle, equipped with an adjustable rear elevating sight and silver bead front sight, is also drilled and tapped for telescopic side mounts. An extra-long magazine tube holds 18 short, 14 long, and 12 long-rifle cartridges.

The lightweight Cooley Model 840

single barrel shotgun is handsomely styled and finished with a walnut stock complete with rubber recoil pad and deluxe checkering on stock and forend. Superbly designed for rugged use and accurate shooting, this sporting shotgun is a three-piece takedown style with automatic ejector. Available with various full-choke barrel lengths in 12, 16, 20, 28 and 410 gauges.

Perennial favorites from Winchester-Western are the three Cooley .22 caliber single shot bolt action rifles. The Model 39 has a genuine walnut stock with

steel butt plate and a 22" slim tapered barrel complete with adjustable rear elevating sight and silver bead front sight.

The new Model 750 comes complete with deluxe walnut Monte Carlo stock with rubber butt plate. A 24" barrel has adjustable rear elevating sight and silver bead front sight. The deluxe Model 750 adds fine styled checkering with white butt plate liner, pistol grip cap and sling swivels. All three single shot firearms are chambered to use short, long, or long-rifle cartridges.



Cooley sporting rifles and shotguns have been favored by Canadian sportsmen for generations. Produced by Winchester-Western (Canada) Limited, they include bolt action single shot, repeater and semi-automatic .22 caliber rifles and lightweight single barrel shotguns in all popular gauges.





Designed by fishermen and produced by skilled workers for years of fishing pleasure, Algonquin-Blanchard rods and lures are used with enthusiasm by anglers on two continents.

The company is now developing a variety of rods designed to suit every taste. From beginner to expert, any fisherman will find an Algonquin-Blanchard rod for his particular needs. There are fly, spinning and spin-cast rods made from tubular and solid fiberglass in one and two-piece styles. Algonquin-Blanchard rods are manufactured with the latest techniques to offer years of trouble-free service. Of particular interest is the use of colorful neoprene rubber, in place of the conventional cork grips, on many models. The neoprene rubber offers a cushion foam non-slip grip insuring many hours of comfortable fishing.

Algonquin-Blanchard has, during the past few years, become a leading designer and manufacturer of metal lures. More than 25 different types are now available in a large variety of finishes and shapes. Years of testing and fishing experience have gone into the development of these products that will become as popular with fishermen in the United States as they are with Canadian and European anglers.

These deluxe fly rods from Algonquin-Blanchard Limited are designed and produced for discriminating fishermen. Price and finish vary to suit beginners and experts.

## Algonquin-Blanchard Limited

6 Bartlett Avenue  
Toronto 4, Ontario, Canada  
Tel: 534-6396 (Area Code 416)

**fishing tackle**





# Montreal Skis Inc.

333 Port Royal Street West  
Montreal 12, Quebec, Canada  
Tel: 387-7387 (Area Code 514)

For skiing on water or snow, Montreal Skis Inc. produces quality equipment for novice or professional.

Designed and endorsed by former Canadian water ski champions Marc Cloutier and Rob Bocock, Aqua-Rite water skis from Montreal Skis Inc. are made of select materials and every model has 24 or more laminations. This type of construction, used in the snow ski industry, makes the ski more durable. Aqua-Rite water skis come in ash with mahogany inserts and a natural clear lacquer finish. Each pair is delivered complete with the company's new molded rubber adjustable binding.

The full range of Aqua-Rite water skis includes junior standard and slalom, senior standard, combination, slalom, trick and jumping models. All are produced in standard models for the family. Montreal Skis Inc. also manufactures a higher quality ski for competitive skiing as well as aqua boards and saucers.

The company's snow skis are wood or metallic. The Nevada Metallic, one of Canada's finest, is made of first-grade Canadian aluminum with a laminated wood core. It comes in two styles, the Nevada Metallic Standard with interlocking steel edges and the Nevada

Metallic Riesenslalom which has hidden steel edges. Both feature a new plastic top finish with Kofix base and solid metal tips and heels.

The company's wood skis include the Mount Whitehorn, which has 21 laminations of maple with a hickory sole, Kofix base, interlocking steel edges, metal tip and heel protectors; the Chamonix with 17 maple laminations and similar features as the Mount Whitehorn, and the ABC Standard made of 17 maple laminations with plastic lacquer base and steel edges. All these models are finished in a high gloss blizzard lacquer.

## water and snow skis

Maurine Boyle Cloutier from Sioux City, Iowa, is a former Canadian water ski champion and star at Cypress Gardens, Florida. Every day during the summer, Maurine and her husband, Marc Cloutier of Montreal, put on a water ski show in the Laurentian mountains north of Montreal using Aqua-Rite skis.





Using the finest grade, kiln-dried white ash, Mailhot & Freres Inc. produces 6,000 hockey sticks a day in assorted hands and ice lays. Two years ago the company introduced a fiberglass impregnated blade for extra strength. Unlike the glass-wrap process, fiberglass is forced right into the fiber of the wood under thousands of pounds of pressure.

Mailhot & Freres also manufactures fiberglass water skis in a variety of attractive colors. Faster and more maneuverable than wooden skis, they are completely buoyant, will not split or splinter, and never require refinishing.

The company recently introduced a new fiberglass toboggan on the market—the Delta. This unbreakable, lightweight toboggan is fast and extremely easy to control. Colored an attractive red, it is available in different sizes.

Mailhot & Freres maintains a fully stocked warehouse in Swanton, Vermont, for prompt service to customers in the United States.

She will never have to refinish her fiberglass water skis from Mailhot & Freres Inc. They are completely buoyant, will not splinter or split and are highly maneuverable.



## Mailhot & Freres Inc.

35 Campagna Street  
Victoriaville, Quebec, Canada  
Tel: 752-5462 (Area Code 819)

**fiberglass and wood  
hockey sticks, water  
skis, toboggans**



## Caratrail Canada Limited

770 Warden Avenue  
Scarborough, Ontario, Canada  
Tel: 282-5092 (Area Code 416)

### collapsible aluminum trailer

The comfort and convenience of a travel trailer with the portability and low cost of a camping trailer are now available in the new Caratrail manufactured by Caratrail Canada Limited.

Folded down for traveling, the Caratrail is only 46 inches high and 69 inches wide. It expands when used for camping to 96 inches in length and 125 inches in width, providing an area to dine, cook, relax, and room for the children to play. Two double beds are supplied for sleeping with extra bunks optional. The exterior is made completely of aluminum sheet with factory-applied baked enamel and coated with a special protective finish.

This small yet roomy Caratrail is light enough for compact cars to pull with ease, low enough to allow full view through the rear window and has low wind resistance for steady highway riding. Made of color-permanent aluminum, it will not deteriorate, cannot rust, is waterproof, rot-proof, termite-proof, spark-proof, fire resistant and will not mildew. An occasional hosing will restore Caratrail's original beauty.

Styled like a travel trailer—yet collapsible for easy travel—the aluminum Caratrail can be erected in less than eight minutes. The Caratrail provides trailer camping comfort without overloading either budget or car.





The Fold-A-Carrier from Reliance Products Limited is a cube-shaped, translucent, collapsible water carrier that has been designed specifically for campers, sportsmen, cottage owners and motorists. It stands steadily wherever placed, dispenses water efficiently through a sanitary neoprene tube and has a handle for easy carrying. Although made of super-tough heavy polyethylene, it adds little weight to the water being carried and will not impart taste to drinking water.

A constant supply of cold drinking water can be maintained on hot days by filling a Fold-A-Carrier with water and freezing it solid. The slow melting will keep a supply of fresh water on hand for hours.

A Fold-A-Carrier is available in 6 quart, 2½ gallon or 5 gallon sizes.



As simple as turning a tap, the lightweight, collapsible Fold-A-Carrier from Reliance Products Limited dispenses water through a sanitary tube. Designed for sportsmen and vacationists, it has a handle for carrying ease.

## Reliance Products Limited

1830 Dublin Avenue  
Winnipeg 21, Manitoba, Canada  
Tel: 774-1941 (Area Code 204)

**water carrier**



# Universal Marketing Associates

1262 Don Mills Road  
Don Mills, Ontario, Canada  
Tel: 447-0273 (Area Code 416)

The compact Escort portable refrigerator exhibited by Universal Marketing Associates brings kitchen convenience to the outdoors.

Ideal for traveling, camping, picnics, boating, fishing, trailers, patios and field offices, the Escort portable refrigerator operates on standard house current, auto or boat battery or gas cylinders. Available in three models, the Escort has a 14-foot electric cord

for battery use and a six-foot cord for 110-volt operation in the home.

It carries 35 pounds of food and beverages, and is less sensitive to off-level operation than the standard absorption-type refrigerator. The attractive finish is anodized embossed aluminum in blue, gold or red.

Universal Marketing is also exhibiting Escort Cooler's custom-built refriger-

ator which the company recently designed and built to meet the specific requirements of a large trailer manufacturer in the United States.

The perfect companion at the cottage, on a boat or on a camping or fishing trip, the Escort portable refrigerator eliminates all the fuss, muss and bother of ice. It carries 35 pounds of food and beverages.

portable refrigerator





Deane H. Russell, originator of the award-winning Russell Belt Knife has improved upon an already internationally recognized and acclaimed design.

The original Russell Belt Knife won a Design Award from the National Industrial Design Council of Canada, and was especially selected for the Canadian Exhibit at the Brussels World's Fair. Numerous international recognitions have been accorded since.

Field-tested, handmade and honed, the Russell Belt Knife (No. 1) features anti-slip finger milling, a palm and finger-fitting rosewood handle—for a safe and comfortable grip—and a unique four-inch elliptical blade that lessens cutting drag.

The Russell Trout and Bird Knife (No. 2) is a light-duty belt knife for sportsmen who want a small, compact fixed-blade. It is much in demand among fishermen, bird hunters, campers and hikers.

The Russell Boat Knife (No. 3) is an excellent quality, functional knife ideally suited for yachtsmen and boat owners. It has a tapered handle, widening back to the butt end to minimize

slipping from the hand when wet. A wrist thong acts as a further precaution against slippage.

The latest addition to the Russell line is the Survival Knife (No. 4), developed originally to meet the needs of survival course trainees in the armed forces. Handsomely styled, this well-balanced and rugged knife is perfect for the man with larger-than-average size hands,

or for sportsmen who prefer a heavier-than-average, dependable outdoor knife.

Carbon or stainless blades are optional for Russell Knives Nos. 1, 2 and 3; carbon steel only for the heavy-blade No. 4 knife. Each knife is provided with a handmolded, six-ounce, top-grain, oil-tanned and polished cowhide scabbard.



The four Russell-designed outdoor knives from top to bottom: the Trout and Bird Knife for light duty; the general-purpose Belt Knife for camping, hunting and game dressing; the Boat Knife for sportsmen who sail, cruise, fish or hunt from boats, and the Survival Knife for sportsmen who like a heavy blade.

**Russell Belt Knives**  
116 O'Connor Street  
Ottawa 4, Ontario, Canada  
Tel: 235-9315 (Area Code 613)

## outdoor knives

### Represented by:

Tony Davis  
Benn-Burly Shop  
Route 7  
South Shaftsbury, Vermont

Phil Loofburrow  
6435 N.E. 25th Avenue  
Portland, Oregon

Ralph V. Strauss  
6441 Lily Dhu Lane  
Falls Church, Virginia, 22044

Dick W. Van Sickle  
2627 Yale Avenue  
San Angelo, Texas, 76903



# Jones Tent & Awning Limited

2034 West 11th Avenue  
Vancouver 9, British Columbia  
Canada  
Tel: 731-5311 (Area Code 604)

sports and casual  
wear, sleeping bags  
and tents



Beginning as sailmakers in the days of tall ships, Jones Tent & Awning Limited now has a diversified range of Pioneer Brand products to serve the lumbering, construction and marine industries as well as the recreational pursuits of sportsmen and vacationers in Canada and the United States.

Jones products include reversible down-filled hunters' parkas, 100-per cent wool hunting shirts, wool pants, Cowichan Indian sweaters, ski jackets, waterproof jackets and coats as well as mountaineer tents and sleeping bags.

The Trail-Pak Mummy Robe uses 2½ pounds of down insulation. The down-insulated hood assures comfort in extreme cold, and a 36-inch zipper with weather bar flap permits easy access. The over-all length of the robe is 90 inches with a 33-inch shoulder width, providing plenty of room for men more than six feet tall. This extremely warm sleeping bag weighs only four pounds. The versatile P2041 down-filled fish and game parka is designed for comfort and serviceability in any kind of wear. The down-insulated lining is completely detachable and the outer shell of tough nylon-fortified gabardine has swing pockets, drawcord waist and concealed zipper fastener.

A parka from Jones designed for comfort and serviceability in any kind of wear. The down-filled lining is detachable. Its outer shell is of tough nylon-fortified gabardine—65 per cent cotton, 35 per cent nylon—with swing pockets, drawcord waist and concealed zipper fastener.





The Porta Glow catalytic heater from Smith & Stone Limited is a dependable heat source for the sportsman. Its use in tents, fishing huts, boats and cottages is completely safe as it emits no harmful fumes and the low surface temperatures of the element and absence of flame prevent any fire hazard. Ignition will not take place if fuel is accidentally spilled on the heating element surface while operating.

The 3,500 BTU Model No. 92 will deliver 12 to 14 hours of heat without refueling. The unique construction of the heating element—found in no other catalytic heater on the market—plus the vertical louver design, allows the Porta Glow to radiate heat upwards as well as to all sides.

Smith & Stone Limited is also displaying its Model No. 90 Porta Glow radiant heater which gives 22 to 24 hours of heat without refilling. It features a Fiberglas-reinforced tank and a non-clogging ceramic core.

The Porta Glow heaters operate by catalytic action and use naphtha fuels which are sold specifically for catalytic heaters. Leaded gasoline must not be used in the heater.

The completely safe and portable Model 90 Porta Glow catalytic heater from Smith & Stone Limited generates as much heat as a 750 watt electric heater.



## Smith & Stone Limited

50 St. Clair Avenue West  
Toronto 7, Ontario, Canada  
Tel: 923-5441 (Area Code 416)

### portable catalytic heaters



# Werlich Industries Limited

Preston, Ontario, Canada  
Tel: 653-6293 (Area Code 519)

## aluminum and wooden toboggans, sleighs, junior skis

Selling its products throughout Canada and exporting to 17 countries, Werlich Industries Limited manufactures sleighs, toboggans, children's skis, tri-cycles, coaster wagons and other play items.

Werlich toboggans are produced from selected Canadian hard maple and Southern pine. For those wanting a superior quality toboggan, the company has developed machinery to bend Georgia Pine which is used because of

its ideal characteristics and pleasing grain.

Formed with  $\frac{3}{8}$ -inch thick slats and  $\frac{1}{2}$ -inch thick runners, Werlich toboggans have a specially designed hood radius for easy skimming over snow. An additional feature on all the company's toboggans is the long hood return—a safety highlight which prevents occupants from placing their feet inside the hood. Each toboggan is equipped with a polyethylene hand

rope and tow rope. The metal models are molded with deep runners and rolled edges, printed head brackets and cleats.

Werlich flexible steering sleds, baby rail sleds, junior skis and flying saucers are also exported to the United States. Werlich baby sleds, one of the best selections from Canada, have sloping decks with plenty of room for blankets.

Using selected Canadian hard maple and Southern pine, Werlich Industries Limited works year-round to produce enough toboggans to meet the demand. Flexible steering sleds—built of heavy-gauge steel and select hardwoods finished with waterproof varnish—are also popular.





With one of the most complete wood-working factories in Canada, Torpedo, Ltd. produces many attractive models of quality toboggans, sleighs, children's wagons as well as folding camp stools, chairs and tables.

Torpedo manufactures three styles of sleighs—flat sleighs, ski sleighs and baby sleighs. Torpedo toboggans come in half hood and full hood styles from three to 10 feet in length. Made of the finest Canadian hardwood, the slats

are secured to the cleats by cadmium-plated, socket-type screws. All toboggans and sleighs are finished with two coats of waterproof varnish and are attractively trimmed with red paint.

The Torpedo children's wagon is solidly constructed from Canadian hardwood, securely bolted and screwed, and has been tested to support 1,500 pounds. The undercarriage is made of strongly braced, heavy-gauge channel steel. The steel artillery-type wheels are

mounted with nylon bushings for longer wear and smoother running, and never need oiling or greasing. All metal parts are finished with baked red enamel.

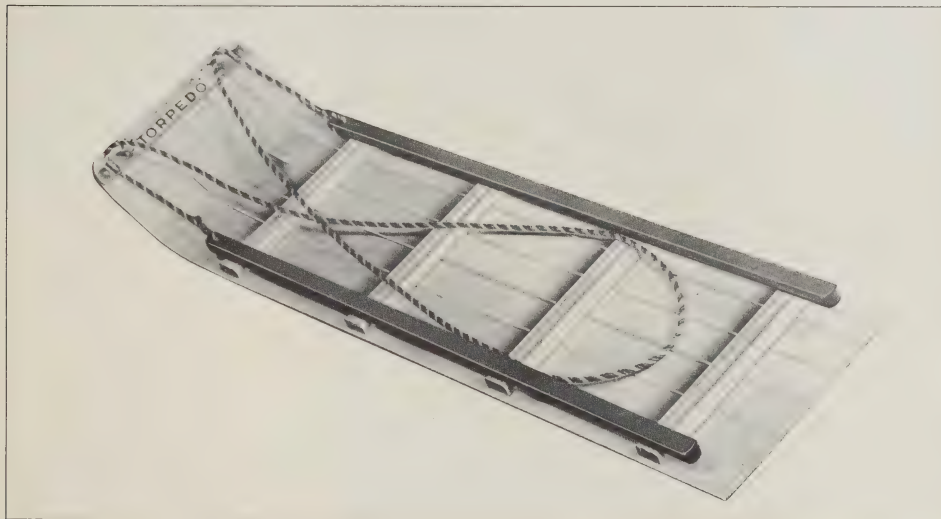
Exceptionally sturdy Torpedo folding camp furniture—compact and easy to carry—is constructed of Canadian hardwood and finished with clear varnish. It is ideal for picnics, camping, sporting events, or for occasional use at home.

## Torpedo, Ltd.

Lac-Mégantic-Sud  
Québec, Canada

Tel: 583-2478 (Area Code 819)

**toboggans, sleighs,  
children's wagons,  
camp furniture**



Popularly priced, top-grade toboggans manufactured by Torpedo, Ltd. from the best selected Canadian hardwood are finished with a special waterproof varnish. The hoods are gracefully curved at the front by an exclusive steam process.



## Robin-Nodwell Mfg. Ltd.

50th Avenue and 1st Street, S.W.  
Calgary, Alberta, Canada  
Tel: 243-3487 (Area Code 403)

### snow scooter

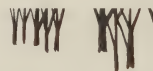


The Snoscoot—one of the finest, most rugged and dependable snow scooters on the market—is made by Robin-Nodwell Mfg. Ltd. Pioneers in the development of tracked vehicles for off-highway transportation, the company is renowned throughout the world for its Nodwell tracked carriers.

While component weights have been kept to a minimum, the Snoscoot's durability has not been impaired. Lightweight and highly maneuverable, the Snoscoot is powered by a two-cycle, air-cooled, single cylinder engine that develops 10 hp at 4,800 rpm through an automatic transmission. It will carry two adults or three children on a comfortable vinyl-covered foam seat at a maximum speed of 30 mph.

Designed and developed by one of the world's largest manufacturers of off-highway transportation, this excellently engineered and sporty-looking Snoscoot is the perfect vehicle for fun in the snow.

This is the "going-places" winter sports vehicle that is catching the imagination of fun-minded families everywhere. Rugged and dependable, the Snoscoot from Robin-Nodwell can be safely driven by every member of the family.



A small personalized snow vehicle has sparked a revolution in wintertime recreation and enjoyment. It was developed by the late Armand Bombardier of Valcourt, Quebec, who invented the world's first snowmobile in 1926.

The Ski-Doo, produced by Bombardier Snowmobile Limited, was designed originally as a utilitarian light snow machine for easier winter travel by woodsmen, foresters, doctors, trappers and farmers in outlying districts. Owners of the first Ski-Doo's discovered as much enjoyment in racing the machines as working with them—and cross-country Ski-Dooing was born.

Everyone who has a motor boat or cottage, or enjoys outdoor life, is a potential snowmobile owner in the winter. Ski-Doo's skim over the snow on rubberized tracks at speeds up to 45 mph and travel 50 miles to the gallon. Easy maneuverability is achieved

by shifting one's weight while simultaneously turning the skis in the desired direction. Ski-Dooing, or snowmobiling, is a family recreation.

This new winter sport is popular with young people and the young at heart on frozen lakes or open hillsides. The machines are safe for children, stopping automatically in case of spills. Twelve-year-olds can easily run them and in some areas children drive these motor sleds to and from school.

Since production began in 1959, Ski-Doo sales have more than doubled each year and Bombardier Snowmobile Limited exports nearly half its total output to the United States.

**The Ski-Doo gives the winter sportsman all the thrills and sensations of skiing without the exertion and danger. Completely safe, the Ski-Doo provides winter recreation for the entire family.**

**Bombardier  
Snowmobile Limited**  
Valcourt, Quebec, Canada  
Tel: 30 (Area Code 514)



**snowmobile**

**Represented by:**  
U.S. Sales Office  
Bombardier Snowmobile Limited  
246 Lake Avenue South  
Duluth, Minnesota, 55802





## Featherweight Aluminum Products Company

9500 St. Lawrence Boulevard  
Montreal, Quebec, Canada  
Tel: 388-5715 (Area Code 514)

snow scooter,  
aluminum toboggans



Perfect for family fun and entertainment, the Sno-Cat from Featherweight Aluminum Products Company will satisfy the sportsman who thrives on excitement. Designed and built by experienced engineers using the finest materials, the reliable Sno-Cat gives outstanding performance with complete safety and minimum maintenance. Exceptional speed and maneuverability with positive steering action makes the Sno-Cat wonderfully versatile.

Powered by an extremely quiet air-cooled engine, the Sno-Cat has exceptional pulling power and consumes only half a gallon (Imperial) of fuel every hour. It will accommodate three persons and travel up to 35 mph.

The company is also showing its trouble-free Featherweight all-aluminum toboggan which does not splinter or warp. The gleaming permanent finish requires no waxing or varnishing and the built-in runners give greater speed and control. It comes in six sizes ranging from three to eight feet in length.

Designed for family wintertime recreation, the Sno-Cat—produced by Featherweight Aluminum Products Company—is the newest addition to fine snowmobiles from Canada.



Using carefully selected materials, seasoned to the top degree of resilient toughness, Hespeler-St. Marys Wood Specialties, Limited—the world's oldest manufacturer of hockey sticks—supplies hundreds of thousands of adults and youngsters throughout Canada, Europe and the United States. The company has been making hockey

sticks since 1908. Its skilled and experienced craftsmen—they have produced several million hockey sticks—know the feel, balance and weight required in a fine hockey stick.

All Hespeler stick handles are made from selected, air-seasoned straight-grained American white ash with rock elm or hickory blades. They range

from custom-made sticks for top professionals to junior versions for children.

For tiny tyro or professional, Hespeler-St. Marys Wood Specialties, Limited makes perfectly balanced hockey sticks from selected, air-seasoned straight-grained white ash with rock elm or hickory blades.

## Hespeler-St. Marys Wood Specialties, Limited

Hespeler, Ontario, Canada  
Tel: 658-4407 (Area Code 519)

### hockey sticks



**Represented by:**  
Richard E. Hardin  
53 Oxbow Road  
Needham, Massachusetts

Nate Felsenfeld  
19350 Santa Rosa  
Detroit 21, Michigan



## Daoust Lalonde Inc.

4343 Hochelaga Street  
Montreal 4, Quebec, Canada  
Tel: 259-4664 (Area Code 514)

hockey outfits, figure  
skates and golf shoes



Manufacturing pioneers of athletic footwear in Canada, Daoust Lalonde Inc. was the first Canadian manufacturer to market a specialized hockey boot.

With one of the finest research divisions of its kind in Canada, Daoust specialists work at a continuing development program to give hockey players a better-fitting boot for greater comfort and increased efficiency.

Daoust hockey outfits range from pee-wee to professional league categories —skates to suit any player. The 74-year-old company is displaying a complete range of hockey outfits, men's and ladies' figure skates and a modern line of golf shoes.

The National 300 from Daoust Lalonde Inc. is made of quality kangaroo leather in the high cut pro pattern. The professional caliber tube skates have the steel guard approved by the N.H.L. Rules Committee.





With the move to outdoor and patio living, the centuries-old game of croquet is regaining the prestige it once enjoyed as a popular lawn game for the entire family.

Backyard barbecue festivities have revitalized croquet as a relaxing sport for small groups, and the game is now played with brightly finished sets in many backyards across the country. The croquet line from Wally Enterprises Limited includes carton sets, plastic composition croquet balls with high impact strength and longer-wearing qualities than natural wood.

Also exhibited are the Wally line of hockey sticks now used by many professional and top-ranking amateur teams in Canada, the United States and Europe. The company recently introduced a minor-hockey range consisting of the Northern Pro Jr. Deluxe, the Custom Pro Jr. and the Jr. Professional. These sticks are dimensionally reduced in both blade and handle, to retain the fine balance and feel found only in professional hockey sticks.

Wally Enterprises also manufactures the Klauber line of tournament size Rack-N-Roll tennis tables as well as contemporary styled pool tables.

Experts such as Doug Harvey, former topflight N.H.L. defenceman, are often consulted by Jack Lacey, President of Wally Enterprises Limited. Opinions from experienced players plus quality craftsmanship keep Wally Enterprises a leading manufacturer in the hockey stick field.



## Wally Enterprises Limited

Wallaceburg, Ontario, Canada  
Tel: 627-2248 (Area Code 519)

### hockey sticks and croquet sets

#### Represented by:

Ronning's Sporting Goods  
2700 East Franklin Avenue  
Minneapolis 6, Minnesota

Springfield Sports Specialists  
86 Reddin Street  
Springfield, Massachusetts



## Standard Knitting Co. Ltd.

387 Dufferin Avenue  
Winnipeg 4, Manitoba, Canada  
Tel: 582-5304 (Area Code 204)

### men's curling sweaters

**Represented by:**  
A. & J. Sales  
6140 West Cermak Road  
Cicero, Illinois



Curl in comfort with a lightweight, handsomely styled Briar curling sweater from Standard Knitting Co. Ltd. Briar sweaters provide maximum comfort with freedom of movement for curlers who put plenty of zest into their game. Skips and leads agree there is no finer sweater for all-round appearance, comfort and warmth.

The Briar features a two-way convertible collar and is available in pure Botany wool or Orlon yarn in sizes 36 to 44. The Briar comes in a variety of attractive color combinations including black, royal blue, wine and scarlet—each with white trim. Special club sweaters can be custom-made to individual specifications.

Standard Knitting also manufactures men's hi-bulk Orlon zipper Jumbo curling sweaters with patented, non-sag shoulders and armholes. Completely hand washable, the sweater fronts display raised insignia with the look of motion. Sizes range from 36-44 in a variety of two-tones with white trim.

The ubiquitous Canadian Ookpik appears on this comfortable curling sweater from Standard Knitting Co. Ltd. Made in hi-bulk Orlon, it features patented non-sag shoulders and armholes.



To meet the demand for comfortable, practical, casual clothing, Knit-Rite Mills Limited designs and produces a varied and colorful range of superb bulky-knit sweaters bearing the famous Caldwell label—a recognized seal of quality.

These popular extra-bulky "big-stitch" ribbed sweaters are available in pull-over, button and zipper-front styles for men, women and boys. Warm and attractive, they are knitted from 100-per-cent Botany wool or high-bulk virgin turbo Orlon. They come in an attractive variety of colors and original designs with crew, V-neck and shawl collars. In solid colors and patterns, they are handsome and comfortable for any casual activity.

They combine the best features of machine knitting with the color, interest and craftsmanship of a hand-patterned design. The gay designs are hand-embroidered by highly skilled needleworkers. The individual patterns, worked in matching stitches and colors, complete Knit-Rite's hand-patterned bulky knits. Each sweater has a hand-knit appearance with the styling, fit and perfection of a machine-knit garment.

This pure-wool, hand-fashioned shooting sweater from Knit-Rite Mills Limited has special leather reinforcements for protection against wear from gun use. Popular with hunters in Canada and the United States, it is available in black, blue, green or red.



## Knit-Rite Mills Limited

168 Market Avenue East  
Winnipeg 2, Manitoba, Canada  
Tel: 942-0971 (Area Code 204)

### sweaters





## Consumers Glove Company Limited

3925 Rachel Street East  
Montreal 36, Quebec, Canada  
Tel: 254-5331 (Area Code 514)

From Canada where winter sports are almost a way of life, comes a new line of slip-on and elasticized cuff ski gloves and mitts for men and women. Manufactured by Consumers Glove Company Limited, they feature built-in ski ring clasp, ski-tow grip palms, contour fingers, and an exclusive pole grip patch on palm and thumb.

These quality ski gloves and mitts are produced in a variety of bright color combinations and in water repellent and wind resistant leathers and fabrics.

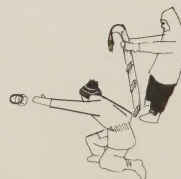
The linings are Arctic-tested Thermo Foam nylon acetate or 100-per-cent red pile nylon. Designed to fit the natural shape of the hand, they provide greater warmth with maximum finger movement.

Glovemakers since 1934, Consumers Glove Company Limited exports to Britain, Italy, France, Ireland, The Netherlands, Sweden, Norway, Germany, Czechoslovakia, Australia, Jamaica and Barbados.

## ski gloves and mitts



Ski buffs and snow bunnies are enthusiastic about the colorful collection of hard-wearing ski gloves and mitts from Consumers Glove Company Limited. Contour designed to fit the natural shape of the hand, these warmly lined gloves and mitts provide greater warmth with maximum comfort.



Officials of the Canadian Department of Trade and Commerce and representatives of participating companies in the Canadian Exhibit at the 1966 National Sporting Goods Association Convention and Show in Chicago will answer inquiries from interested businessmen. Information is also available from any of the following Canadian trade offices in the United States.

### **Chicago**

Consul and Senior Trade Commissioner  
Canadian Consulate General  
310 South Michigan Avenue  
Suite 2000  
Chicago, Illinois, 60604  
Tel: 427-7926 (Area Code 312)

### **Boston**

Consul and Senior Trade Commissioner  
Canadian Consulate General  
607 Boylston Street  
Boston, Massachusetts, 02116  
Tel: 262-3760 (Area Code 617)

### **Cleveland**

Consul and Senior Trade Commissioner  
Canadian Consulate  
Illuminating Building  
55 Public Square  
Cleveland, Ohio, 44113  
Tel: 861-1660 (Area Code 216)

### **Detroit**

Consul and Trade Commissioner  
Canadian Consulate  
1139 Penobscot Building  
Detroit, Michigan, 48226  
Tel: 965-2811 (Area Code 313)

### **Los Angeles**

Consul and Trade Commissioner  
Canadian Consulate General  
510 West Sixth Street  
Los Angeles, California, 90014  
Tel: 622-2233 (Area Code 213)

### **New Orleans**

Consul and Trade Commissioner  
Canadian Consulate General  
225 Baronne Street, Suite 1710  
New Orleans, Louisiana, 70112  
Tel: 525-2136 (Area Code 504)

### **New York**

Deputy Consul General (Commercial)  
Canadian Consulate General  
680 Fifth Avenue  
New York City, N.Y., 10019  
Tel: 586-2400 (Area Code 212)

### **Philadelphia**

Consul and Trade Commissioner  
Canadian Consulate  
3 Penn Center Plaza  
Philadelphia, Pennsylvania, 19102  
Tel: 563-5838 (Area Code 215)

### **San Francisco**

Consul General  
Canadian Consulate General  
333 Montgomery Street  
San Francisco, California, 94104  
Tel: 981-2670 (Area Code 415)

### **Seattle**

Consul General  
Canadian Consulate General  
The Tower Building  
Seventh Avenue at Olive Way  
Seattle, Washington, 98101  
Tel: 682-3515 (Area Code 206)

### **Washington**

Commercial Counsellor  
Canadian Embassy  
1746 Massachusetts Avenue, N.W.  
Washington, D.C., 20036  
Tel: 332-1011 (Area Code 202)

# information

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